

ABSTRACT

5 A system and method for displaying digital media files with compulsory advertisement
files is disclosed. In one embodiment, the system includes a user interface, a media file
decryptor, an ad manager, an intersplicer, and a media player. The user interface receives input
from a user indicating the selection of media files to be presented. The media file decryptor
receives and decrypts the selected media files. The ad manager receives and manages ad files
from an ad file source. The intersplicer combines the media files with the ad files by providing
10 control signals to the media player, causing the media player to present the ad files with the
selected media files. Various embodiments of the invention facilitate the wide distribution of
media content in a way that allows the free use of media properties, on demand, with direct
consumer exchange capabilities, while at the same time enabling compensation to copyright
holders.

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